## WHAT IS CLAIMED IS:

1. A method in a data processing system having a program, the method comprising the steps of:

providing a datatype having a metadata that describes a data and a reference to the data, the data being maintained in a storage separately from the datatype and including information relating to a customer of a computer system services organization; and

publishing the datatype without the data, a subscriber receiving the datatype responsive to subscribing to the datatype.

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- 2. The method of claim 1, further comprising the step of: registering the datatype in a registry of known datatypes.
- 3. The method of claim 1, further comprising the step of: saving the data and the metadata prior to publishing the datatype.
- 4. The method of claim 1, further comprising the step of: receiving a request to publish the datatype.
- 5. The method of claim 1, wherein the reference is a pointer.
- 6. A computer-readable medium containing instructions that cause a program in a data processing medium to perform a method comprising the steps of:

providing a datatype having a metadata that describes a data and a reference to the data, the data being maintained in a storage separately from the datatype and including information relating to a customer of a computer system services organization; and

publishing the datatype without the data, a subscriber receiving the datatype responsive to subscribing to the datatype.

- 7. The computer-readable medium of claim 6, further comprising the step of: registering the datatype in a registry of known datatypes.
  - 8. The computer-readable medium of claim 6, further comprising the step of: saving the data and the metadata prior to publishing the datatype.

- 9. The computer-readable medium of claim 6, further comprising the step of: receiving a request to publish the datatype.
- 10. The computer-readable medium of claim 6, wherein the reference is a pointer.

## 11. A data processing system comprising:

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a memory having a program that provides a datatype having a metadata that describes a data and a reference to the data, the data being maintained in a storage separately from the datatype and including information relating to a customer of a computer system services organization, and publishes the datatype without the data, a subscriber receiving the datatype responsive to subscribing to the datatype; and

a processing unit that runs the program.

## 12. A data processing system comprising:

means for providing a datatype having a metadata that describes a data and a reference to the data, the data being maintained in a storage separately from the datatype and including information relating to a customer of a computer system services organization; and

means for publishing the datatype without the data, a subscriber receiving the datatype responsive to subscribing to the datatype.